



WXLV-TV
3500 Myer Lee Dr
Winston Salem, NC 27101

Buying Time Media
650 Massachusetts Ave NW
Ste 210
Washington, DC 20001

Contract # 1370564

Schedule Dates

09/20/12-09/21/12

Advertiser

Dalton For Governor (71487)

Agency

Buying Time Media (1779)

Product

POLITICAL CANDIDATE (ns) (1186)

Brand

DALTON FOR GOVERNOR (444738)

Salesperson

Millennium/DC, Washington DC (1108)

Sales Office

Millennium Washington DC

Buyer Name

Welsh, Kathryn

Phone/Fax

/

CPE

323/326/2206

Account Types

National/Political Candidate Agency BRD

Billing Type

Weekly/Irregular

Comments

DALTON FOR GOVERNOR
JONATHAN VITTI

Date Entered 09/11/12

Last Modified 09/11/12

Entered By Lisa Carter

CO-OP No

Headline # ECR098157/40

Demo A35+R

Order Type Normal

Package Deal

Commission % 15.00

Commission \$12.00

Net Total \$68.00

Sales Tax

Greensboro (WXLV)

By Broadcast Month Spots Rate

Sep. 2012 2 \$80.00

Grand Total: 2 \$80.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	09/20/12-09/20/12	2	:30	10:58:25A- ABC-The View					1				1	\$40.00	\$40.00	Greensboro (WXLV)	VIEW	9/11/12
2.0	Normal Line / SPOT (2)	09/21/12-09/21/12	2	:30	10:58:25A- ABC-The View						1			1	\$40.00	\$40.00	Greensboro (WXLV)	VIEW	9/11/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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Rep Order# 9815740. Ver# 1 Status New
EC'd Yes

Traffic Order# 310501
Printed: 09/10/2012 4:59 PM
Last Received: 09/10/2012 4:59 PM
Showing Buylines: All Lines

1 of 1

Station WXLV-TV GREENSBORO/W.SALEM
Advertiser () POLITICAL
Product DALTON FOR GOVERNOR
Estimate# 2206
Buyer Kathryn Welsh
Phone#
Fax#

Agency () BUYING TIME, LLC
650 MASSACHUSETTS AVE NW, SUITE 210
WASHINGTON, DC 20001
Agency C/P1/P2/E 323/326/2206
Flight Dates 09/18/2012 - 09/24/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JONATHAN VITTI
Salesperson Phone# 202-955-5342
Salesperson FAX#

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Day	Dates	Time	Program	Len	Rate	Spots/week	# of Weeks	Total Spots	Total Cost
1	TH	09/20-09/20	11A-12P	VIEW	.30	\$40.00	1	1	1	\$40.00
2	F	09/21-09/21	11A-12P	VIEW	.30	\$40.00	1	1	1	\$40.00

---REPORT TOTALS---

Report Totals. 2 / \$80.00

---SALES MONTHLY TOTALS---

Sep 12. 2 / \$80.00

Sales Totals. 2 / \$80.00

Station Totals. 2 / \$80.00

Lines not sent/rcld/rtrn. 0 / \$0.00

---COMPETITIVE---

Market Totals \$2,667

CABL	0%	UNKN	0%	WBFX	0%	WCWG	0%	WEMY	34%
WGHP	31%	WNYV	0%	WUPN	0%	WXII	31%	WXLV	3%

Books null
Demos RA35+